S-11

cludes local sports scores, an arts calendar, concert line, running events, and an activity guide for senior citizens.

Mr. Haring says some of Cityline's early advertisers dropped the service because "They didn't know how to use it. And frankly neither did we," He says a few of them ran the same commercials for months, as they would for radio, "but when people call every day, commercials wear out in a hurry." Advertisers now are advised to change their messages frequently.

One current Cityline advertiser, the Tulsa City-County Health Department, is using the system to disseminate information about AIDS. Glenn Burnett, chief of the department's Health Information and Education division, says sponsorship of the AIDS hotline costs $150 a month and generates about 300 calls a week.

"We consider that a very good investment," he says. The department produces a new 90-second message each week, which answers common questions about AIDS and invites callers to contact the department with questions.

Kyle Getz, communications services manager of *The Seattle Times*, says InfoLine has only a handful of ad sponsors, but he expects activity to pick up now that the company has added a staffer to manage and sell ads for the service.

He says InfoLine should benefit from having its own ad rep because it requires "more aggressive tactics" than newspaper ad sales. "It's a different concept. It can't necessarily be sold on a cost-per-thousand basis," he says, "but it reaches some highly targeted audiences —and the medium does deliver."

Ms. Farley says the phone system can cost from $35,000 to $200,000 to install, and estimates that most newspapers spend $3,000 to $5,000 per month on programming and staffing. She says that ad rates, which vary according to market, probably range from a low of $100 per month on low-usage lines to as high as $3,000 for the most popular ones.

Most observers agree the *Gazette* represents one of the industry's best success stories. The *Gazette's* Cityline has about 30 advertisers currently in the sponsorship lineup, including a pro shop for the golf category, theaters for the movie guide, banks and brokers for StockQuote, travel agencies sponsoring travel reports, and an Amoco station advertising on the race track report.

The paper has a separate sales rep to sell the service, and it produces ads without charge to encourage advertisers to keep their copy fresh.

Mr. Larson says user support still outpaces ad support, "but it's a new industry, and part of the challenge is shaking the dollars loose so people can test this. It takes time to win acceptance." He hopes the *Gazette's* Cityline, which debuted in April 1987, will break even within its first two years.

While most newspaper officials would like their call-in services to generate enough ad revenues to be profitable, they say the system has other benefits.

For example, it serves as an on-going tool for self-promotion, it can be used to conduct call-in surveys, and it helps cut down on the volume of extraneous calls to the news room.

These newspapers are operating call-in information systems similar to those in Cedar Rapids, Seattle and Tulsa: *The Baltimore Sun*; *Daily Camera* of Boulder, Colo.; *The News Times* of Danbury, Conn.; *The Joplin* (Mo.) *Globe*; *Midland* (Texas) *Reporter-Telegram*; *The Providence* (R.I.) *Journal-Bulletin*; and *The Oakland Press* of Pontiac, Mich.

Largest U.S. newspaper companies

(ranked by circulation)

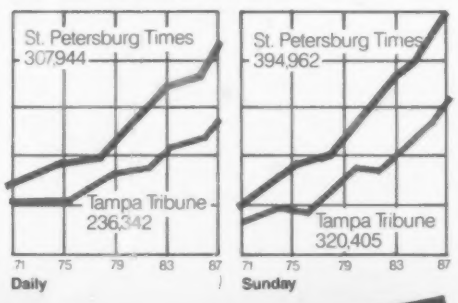
	Daily circulation*	Number of dailies	Sunday circulation*	Number of Sunday editions
1. Gannett Co.	6,029,745	89	5,673,718	65
2. Knight-Ridder	3,840,387	31	4,643,057	25
3. Newhouse Newspapers	3,018,247	26	3,775,683	21
4. Tribune Co.	2,706,970	9	3,552,635	7
5. Times Mirror Co.	2,566,586	8	3,081,478	7
6. Dow Jones & Co.	2,536,377	24	418,297	11
7. The New York Times Co.	1,821,089	27	2,370,587	17
8. Thomson Newspapers (USA)	1,725,977	102	1,303,244	52
9. Scripps Howard	1,598,375	22	1,708,427	11
10. Hearst Newspapers	1,441,031	15	2,509,392	11
11. MediaNews Group	1,394,620	27	1,556,817	19
12. Cox Enterprises	1,274,973	20	1,569,465	16
13. News America Publishing	1,193,595	3	489,792	2
14. Ingersoll Newspapers	1,077,369	37	922,756	22
15. Capital Cities/ABC	944,832	9	908,387	5
16. Freedom Newspapers	926,261	29	934,509	20
17. Chronicle Publishing Co.	894,033	8	772,110	2
18. Central Newspapers	817,179	7	940,048	4
19. The Washington Post Co.	815,947	2	1,156,415	2
20. Donrey Media Group	753,856	55	746,510	49

Source: Morton Research, Lynch, Jones & Ryan; Audit Bureau of Circulations

*Average for six months ended Sept. 30, 1987

TO REACH TAMPA BAY, YOU NEED TO BUY...

Total Circulation Growth 1971-1987



1987 Growth in the Tampa Bay Metro Area
(Pinellas, Hillsborough, Pasco, Hernando)

Tampa Bay's largest newspaper
The Times sells 307,944 newspapers daily and 394,962 on Sunday in Tampa Bay, leading the Bay area's second newspaper, The Tampa Tribune, by 71,602 daily and 74,557 on Sunday.

Tampa Bay's fastest-growing newspaper
The Times continues to gain more new readers every year than any other Bay area newspaper. In 1987, the Times gained 22,395 new daily subscribers and 21,932 new Sunday subscribers. More new readers choose Tampa Bay's only Pulitzer Prize-winning newspaper — the St. Petersburg Times.

Tampa Bay's metro newspaper
In the 4-county Tampa Bay metro area (Pinellas, Hillsborough, Pasco and Hernando counties), the Times' daily circulation is 295,627, leading the Tribune's 188,112 by 57 percent. On Sunday, the Times' metro circulation is 375,788, leading the Tribune's 258,056 by 45 percent. And 99 percent of the Times' growth is in the 4-county metro area. Almost half of the Tribune's daily gain (44 percent) is in 26 counties outside the metro area.

As our numbers grow, so can yours.

Source: ABC reports 12 months ending 12/31/86 and 12/31/87
Represented by CWO&O, 212/750-4040
Call General Advertising at 813/893-8249

St. Petersburg Times
Tampa Bay's Largest Newspaper

June consumer magazine ad linage

	Current month 1988	Current month 1987	Year-to-date 1988	Year-to-date 1987
■ Auto/cycle/rec. vehicles				
ATV Sports	34.3	45.2	184.4	256.3
Autoweek (52X)	173.8	206.9	1,005.5	897.4
Car & Driver	122.9	105.1	641.6	564.4
Car Collector & Car Classics	11.5	15.7	98.0	104.5
Car Craft	118.0	102.8	514.2	516.1
Circle Track	81.7	80.2	509.5	455.2
Cycle World	60.7	58.2	311.9	353.1
Dirt Rider	47.5	40.1	244.1	218.4
Dune Buggies & Hot VWs	81.5	83.0	443.7	453.0
Family Motor Coaching	172.7	142.1	1,045.0	922.4
4 Wheel & Off-Road	94.5	97.6	505.9	507.7
Four Wheeler	106.0	99.0	532.0	517.0
Hot Rod	92.8	87.4	571.8	465.0
Motorcyclist	53.0	49.3	305.2	304.4
Motor Trend	93.7	105.5	528.5	504.7
Motorhome	99.6	93.7	537.2	507.9
Rider	41.8	53.5	255.5	285.4
Road & Track	102.0	151.2	646.7	633.7
Trailblazer	52.4	57.3	312.7	276.3
Trailer Life	100.3	110.9	565.4	626.1
Total Group	**1,740.6**	**1,784.6**	**9,758.8**	**9,371.0**
% change	**-2.5%**		**4.1%**	
■ Boating & yachting				
Boating	132.3	128.2	1,055.0	982.6
Chesapeake Bay	58.4	54.5	300.6	271.8
Cruising World	99.8	99.2	696.4	693.9
Lakeland Boating (11X)	83.5	73.2	529.4	459.4
Motor Boating & Sailing	147.5	145.5	1,042.2	1,068.6
Sail	105.0	98.7	648.0	691.1
Small Boat Journal(6X)	—	—	157.9	183.4
Trailer Boats(11X)	63.7	61.9	457.9	389.5
Western Boatman(6X)	—	—	165.5	122.5
Yachting	128.0	120.2	893.0	879.1
Total Group	**818.3**	**781.5**	**5,945.8**	**5,742.0**
% change	**4.7%**		**3.5%**	
■ Civic/fraternal				
American Legion	21.4	30.1	199.6	192.3
Elks (10X)	15.7	15.9	103.3	121.8
Kiwanis	15.7	17.1	82.6	107.1
Lion (10X)	6.3	7.5	38.1	49.2
Rotarian	12.3	13.7	91.8	90.4
V.F.W. (11X)	20.8	29.6	174.6	193.5
Total Group	**92.2**	**113.9**	**690.0**	**754.3**
% change	**-19.1%**		**-8.5%**	
■ General				
American Health (10X)	56.3	65.0	357.0	358.9
American Heritage (8X)	—	—	141.2	113.0
American West (6X)	28.3	44.9	106.9	117.3
The Atlantic A.	33.2	20.3	281.5	206.4
Bon Appetit A.	—	—	—	—
Cable Guide	—	—	—	—
Changing Times	59.3	59.5	364.9	390.4
Conde Nast's Traveler	53.7	—	305.8	—
Connoisseur	—	—	—	—
Consumers Digest (6X)	—	—	68.0	75.3
Ebony	115.2	107.5	624.2	552.7
Fifty Plus	26.4	34.0	192.4	252.0
Food & Wine	53.7	58.1	321.0	324.5
Games (6X)	12.9	15.3	47.9	49.5
Golden Years	21.7	26.5	221.4	166.4
Gourmet	99.3	94.8	608.2	586.8
Harper's Magazine A.	27.3	22.2	197.9	183.8
Harrowsmith (6X)	—	—	176.0	145.6
Let's Live	47.0	46.0	310.0	277.0
Life	49.3	35.2	304.0	267.8
Mature Outlook	—	—	—	—
Modern Maturity (6X)	29.8	45.9	104.7	142.7
Money	108.9	131.1	704.4	770.4
Money Maker	9.8	7.8	25.2	18.8
Mother Jones (9X)	—	—	—	—
National Geographic	25.4	23.5	152.7	123.0
National Geographic Traveler (4X)	40.8	41.7	83.8	86.0
Natural History	32.2	23.6	231.1	204.2
Prevention	48.0	57.6	342.6	379.8
Psychology Today	28.9	25.9	177.1	182.2
Reader's Digest A.	100.5	88.8	649.3	579.4
Saturday Evening Post (9X)	—	—	150.5	169.4
Smithsonian	81.9	74.1	540.4	477.6
Sylvia Porters Personal Finance (10X)	32.8	43.0	197.6	251.2
Town & Country	99.7	107.0	753.0	682.8
Travel-Holiday	48.9	41.3	343.9	346.2
Travel & Leisure	104.5	94.2	681.9	603.4
Vanity Fair	82.6	44.5	491.1	317.3
Writer's Digest	40.0	36.6	186.3	172.2
Yankee	64.2	60.8	467.3	469.9
Total Group	**1,662.3**	**1,576.7**	**10,913.1**	**10,043.8**
% change	**5.4%**		**8.7%**	
■ Home				
Americana (6X)	14.3	17.4	51.8	69.2
Architectural Digest A.	148.3	157.4	895.3	749.7
Better Homes & Gardens	113.8	101.0	690.4	660.4
Colonial Homes (6X)	68.3	75.7	178.2	188.7
Columbus Monthly-Homes (4X)	—	—	79.5	52.4
Country Home (6X)	—	—	155.6	149.3
Country Living	85.5	81.4	527.5	519.3
Family Handyman (10X) A.	—	—	268.1	277.5
Florida Home & Garden	63.7	32.8	348.4	217.2
Flower & Garden (6X)	43.1	34.7	145.0	139.1
Home	55.2	39.5	359.8	318.0
Home Mechanics	53.2	56.6	331.3	355.6
The Homeowner (10X)	25.2	22.3	180.6	179.6
Horticulture	38.4	34.1	270.5	242.6
House Beautiful	60.8	75.2	409.8	427.1
House & Garden	98.7	108.7	563.3	563.3
Metropolis	49.6	52.3	321.3	308.8
Metropolitan Home	71.5	61.0	524.3	397.7
1,001 Home Ideas	48.5	40.0	335.2	305.8
Organic Gardening	30.8	38.9	313.5	338.7
Phoenix Home/Garden	60.5	59.2	458.8	433.8
Practical Homeowner	—	—	229.3	236.3
San Diego Home/Garden	75.3	62.5	451.3	414.6
Southern Accents (6X)	—	—	354.1	288.8
Southern Living	131.2	111.0	788.8	740.9
Sunset Magazine A.	118.2	138.8	780.9	748.2
Workbench (6X)	—	—	128.3	145.9
Total Group	**1,454.1**	**1,400.4**	**10,140.9**	**9,468.5**
% change	**3.8%**		**7.1%**	
■ In-flight & other passenger				
Aboaru Group (7X)	—	—	93.6	76.1
Alaska Airlines	54.4	55.7	333.8	330.1
America West Airlines	57.3	49.0	382.1	261.7
American Way (24X)	132.9	105.7	790.9	581.1
East/West Network:				
Continental	32.3	—	273.1	—
Eastern Review	39.8	47.8	323.7	432.4
Northwest	31.6	42.7	235.1	261.5
Pan Am Clipper	43.8	43.3	260.2	251.4
Spirit	58.3	58.0	368.2	348.7
TWA Ambassador	42.5	48.5	278.7	288.8
Vis 'A Vis	61.9	52.0	322.5	345.0
Halsey Publication:				
Delta Sky	76.3	75.7	485.5	465.7
Pace Communications:				
Piedmont Airlines	92.7	85.8	558.5	518.3
US Air	55.0	41.5	381.8	270.0
Spirit of Aloha (6X)	20.6	28.6	123.0	186.0
Total Group	**799.4**	**734.2**	**5,210.8**	**4,616.9**
% change	**8.9%**		**12.9%**	
■ Men's				
Esquire A.	126.5	118.2	555.3	533.2
Firehouse Magazine	46.0	69.5	248.3	264.8
Gentlemen's Quarterly A.	147.0	137.3	914.2	805.8
M Magazine	61.5	50.9	405.6	386.1
Muscle & Fitness	125.8	127.5	724.9	722.5
Penthouse A.	44.6	45.1	262.5	247.4
Playboy A.	59.4	45.5	308.1	314.0
Salute (10X)	28.6	23.7	135.6	101.1
Total Group	**639.4**	**617.8**	**3,554.4**	**3,374.8**
% change	**3.5%**		**5.3%**	
■ Metropolitan				
Aloha (6X)	25.2	30.5	79.6	86.9
Atlanta	62.2	61.3	391.3	346.5
Baltimore	66.5	60.6	401.1	417.2
Boston	155.9	157.0	875.6	898.1
California	64.3	61.8	378.4	350.2
Chicago	109.9	128.2	616.3	622.5
Chicago's North Shore	79.3	77.8	610.7	558.4
Cincinnati	37.1	55.9	272.9	326.6
Cleveland	61.1	49.9	353.6	412.0
Coast (39X)	245.0	269.4	1,033.2	1,202.7
Columbus Monthly	69.8	66.2	414.3	380.0
Connecticut	107.8	102.9	619.3	596.6
D/Magazine	73.7	131.5	515.5	673.9
Denver	36.0	40.7	213.7	202.2
Detroit Monthly	78.2	80.8	476.5	362.5
Grand Rapids	27.3	32.0	207.8	210.7
Gulfshore Life (10X)	77.0	63.0	529.0	491.0
Honolulu	42.9	46.9	335.9	335.2
Houston Metropolitan Mag.	59.3	79.1	375.9	433.9
Louisiana Life	—	—	98.6	101.2
Madison	44.0	85.0	204.0	486.0
Memphis	72.7	67.0	457.0	439.0
Mid Atlantic Country	37.0	28.2	192.7	219.3
Milwaukee	37.8	59.0	359.4	400.1
Minneapolis/St. Paul	104.4	127.5	592.8	625.0
Nashville	41.0	57.0	272.0	288.0
New England Monthly	48.3	62.7	286.1	274.1
New Jersey Monthly	109.3	95.1	592.0	517.1
New Mexico	34.2	30.0	226.5	171.0
Ohio	67.8	75.0	331.1	354.0
Oregon (6X)	—	—	—	—
Orlando	82.0	84.2	522.3	542.0
Palm Beach Life	27.1	25.6	417.8	442.9
Palm Springs Life	60.0	51.5	709.5	677.2
Philadelphia	137.9	131.1	845.4	804.2
Phoenix	53.3	54.6	350.0	413.8
Pittsburgh	110.6	114.0	445.7	424.4
St. Louis	30.2	49.8	296.8	325.0
San Diego	135.9	123.3	1,031.2	936.5
San Francisco Focus	116.9	79.3	562.9	554.7
South Florida Magazine	76.9	60.3	537.1	325.7
Texas Monthly	91.4	107.0	555.5	574.5
Twin Cities	98.8	94.3	439.7	387.6
The Virginian (6X)	—	—	179.8	174.6
Washington (7X)	—	—	215.7	181.0
The Washingtonian	134.0	132.0	908.1	886.3
Total Group	**3,229.0**	**3,388.9**	**20,329.9**	**20,432.0**
% change	**-4.7%**		**-0.5%**	
■ Music/entertainment				
Audio	99.4	97.5	507.6	489.1
Dance Magazine	42.9	104.5	350.3	404.4
Playbill	46.2	40.3	301.8	264.2
Stereo Review	—	—	—	—
Video Magazine	—	—	—	—
Total Group	**188.5**	**242.2**	**1,159.7**	**1,157.7**
% change	**-22.2%**		**0.2%**	
■ Outdoor & sport				
Alaska	30.7	29.5	222.1	223.1
The American Handgunner (6X)	—	—	148.0	127.0
American Hunter	18.5	12.4	123.7	101.5
American Rifleman	18.0	19.4	137.6	140.7
Bass Master (10X) A.	51.2	70.2	534.3	466.8
Bicycling (9X)	152.6	119.9	671.7	539.5
Ducks Unlimited (6X)	—	—	67.6	71.6
Field & Stream	—	—	—	—
Fins & Feathers A.	—	—	116.1	210.9
Fishing World (6X)	—	—	152.5	149.5
Florida Sportsman	107.8	103.1	868.5	818.8
Golf Digest	148.2	143.0	739.5	693.0
Golf Magazine	92.5	100.4	687.3	550.3
Gun Dog (6X)	—	—	99.7	89.6
Guns	31.0	34.0	203.0	170.0
Guns & Ammo	45.2	40.2	271.4	258.3
In-Fisherman (6X)	—	—	—	—
Outdoor Life	64.5	59.2	503.5	489.7
Outside Magazine	67.7	58.8	361.0	317.6
Petersen's Hunting	38.5	49.0	263.2	264.7
Runner's World (12X)	34.8	29.2	208.7	228.9
Salt Water Sportsman	95.1	93.0	783.7	710.8
Sierra (6X)	—	—	130.7	116.7
Shooting Times	34.8	32.2	218.8	202.0
Ski (8X) A.	—	—	293.4	252.2
Skiing (7X) A.	—	—	263.1	1,006.7
Skin Diver	133.5	134.7	700.2	638.2
Southern Outdoors (9X)	—	—	343.8	266.1
Southern Saltwater(8X)	—	30.6	208.9	173.8
Sport	—	—	—	—
Sports Afield	57.7	64.1	491.9	568.3
Tennis	94.9	84.5	479.1	426.4
Waterski (8X)	70.5	64.0	374.5	267.3
Western Outdoors (10X)	23.0	29.3	287.6	280.3
Wildfowl (6X)	14.2	12.9	43.7	29.6
WindRider	56.8	55.5	221.1	169.5
Wing & Shot (6X)	—	—	41.2	31.0
World Tennis	42.1	47.8	343.0	176.6
Total Group	**1,523.8**	**1,516.9**	**11,604.0**	**11,227.0**
% change	**0.5%**		**3.4%**	
■ Photography				
American Photographer	31.2	36.7	176.7	209.5
Petersen's Photographic	22.2	33.1	148.3	167.7
Popular Photography	72.2	74.2	476.8	399.6
Total Group	**125.5**	**143.9**	**801.8**	**776.8**
% change	**-12.8%**		**3.2%**	
■ Science/electronic/mech				
Discover	33.7	49.2	219.8	275.3
Family & Home Office Computing	38.1	39.4	257.7	267.2
Omni	63.6	62.6	363.6	348.9
Personal Computing	180.0	163.7	1,304.4	880.2
Popular Mechanics	76.5	78.4	509.1	549.2
Popular Science	70.0	64.5	432.6	434.8
Scientific American	40.8	57.7	231.2	263.3
Spectrum	54.3	58.7	367.3	394.3
Total Group	**556.9**	**574.1**	**3,685.7**	**3,413.1**
% change	**-3.0%**		**8.0%**	
■ Woman/fashion/service				
Beauty Digest (6X)	22.6	11.0	59.3	27.6
Bride's Magazine (6X) A.	429.0	362.4	1,504.5	1,272.3
Cosmopolitan A.	227.0	198.1	1,185.4	1,208.4
Elle Magazine	127.3	112.3	1,012.9	919.1
Essence	75.3	79.3	444.2	460.6
Family Circle (17X) A.	182.4	168.8	872.4	733.7
Glamour	166.5	140.5	1,011.5	1,087.7
Good Housekeeping A.	117.2	121.6	745.4	824.5
Harper's Bazaar	65.7	66.4	634.4	728.7
Health	37.3	53.1	235.3	271.9
Ladies' Home Journal	110.3	89.6	638.1	593.4
Mademoiselle	142.6	108.3	848.5	862.2
McCall's	76.0	83.7	459.2	551.5
Military Lifestyle	29.1	48.3	288.3	273.6
Modern Bride (6X)	300.8	291.6	1,153.6	1,109.0
Ms.	31.2	35.1	186.8	212.6
New Woman	95.5	87.6	525.4	497.0
Parents Magazine A.	111.3	92.6	615.9	613.1
Redbook	91.2	89.7	584.5	577.6
Savvy	42.0	31.2	260.9	214.3
Self	95.3	95.4	614.1	599.3
Seventeen	94.1	86.2	663.3	683.0
Shape	80.4	70.5	427.4	427.4
Soap Opera Digest (26X)	23.2	30.2	142.7	124.2
Soap Opera Update	5.5	—	61.5	—
Teen Magazine	48.6	61.8	296.4	324.9
True Story A.	45.2	44.4	270.9	282.7
Vogue	170.2	132.4	1,453.4	1,428.4
W Magazine	—	—	647.1	644.0
Weight Watchers	23.0	32.0	204.8	191.9
Woman (10X)	—	—	—	—
Woman's Day (15X) A.	98.9	191.3	768.9	772.3
Women's Sports & Fitness	—	—	—	—
Workbasket	20.4	30.0	151.7	190.4
Working Mother	64.3	73.2	360.9	399.6
Working Woman	117.9	93.7	575.8	584.6
Total Group	**3,367.0**	**3,212.1**	**19,904.5**	**19,691.4**
% change	**4.8%**		**1.1%**	
■ Youth				
Boys' Life	12.3	16.2	97.8	90.4
Campus Life (10X)	29.0	32.3	219.8	214.3
Total Group	**41.3**	**48.5**	**317.6**	**304.7**
% change	**-14.9%**		**4.2%**	
■ Business/national				
Barron's	207.9	251.8	1,143.4	1,335.6
Black Enterprise	224.8	215.0	559.7	481.3
Business Week (52X) A.	335.3	430.5	2,070.7	2,126.6
Business Month	46.2	26.5	225.5	167.2
Financial World (26X)	60.4	73.1	360.1	381.6
Forbes (26X)	252.6	318.4	1,562.8	1,552.4
Fortune (26X)	286.6	272.1	1,435.9	1,370.6
Frequent Flyer	45.6	66.7	304.2	341.4
Futures	59.5	49.4	347.2	297.0
Inc. Magazine	98.5	112.6	518.8	549.5
Income Opportunities	84.1	71.9	480.8	411.9
Industry Week (25X) A.	97.8	94.5	483.7	463.7
Nation's Business (12X) A.	25.5	33.9	213.3	178.1
Venture	56.6	64.4	319.2	383.4
Total Group	**1,881.3**	**2,080.8**	**10,025.3**	**10,040.2**
% change	**-9.6%**		**-0.1%**	
■ Business/regional				
Advantage-Nashville's Bus. Mo.	49.0	57.0	340.0	317.0
Arizona Bus. Gazette (52X)	86.8	100.0	427.3	433.5
Baltimore Bus. Jrnl.	67.4	97.7	489.8	484.3
Boston Bus. Jrnl. (52X)	123.7	155.6	789.5	766.5
Bus. First of Buffalo	87.0	61.9	408.3	300.7
Bus. First of Columbus	88.2	114.2	511.7	509.5
Bus. Jrnl.-Milwaukee	127.2	187.9	798.3	717.9
Bus. Jrnl.-Sacramento	50.0	68.2	442.4	362.0
Bus. North Carolina	53.3	62.5	252.0	263.7
Capital Dist. Bus. Review (52X)	114.3	104.8	517.5	399.8
Caribbean Business	197.0	163.0	795.0	804.0
Cincinnati Bus. Courier	—	—	—	—
Corporate Rpt. Kansas City	20.7	25.1	112.2	123.6
Corporate Rpt. Minnesota	103.0	89.0	447.0	446.0
Crain's Chicago Bus. (52X)	169.0	155.0	902.2	873.0
Crain's Cleveland Bus. (52X)	61.4	69.6	399.1	358.1
Crain's Detroit Bus. (52X)	86.9	82.9	471.1	445.4
Crain's New York Bus. (52X)	49.0	59.0	308.0	220.0
Florida Trend (13X)	70.1	61.1	418.9	493.7
Georgia Trend	37.0	49.2	331.1	404.5
Grand Rapids Bus. Jrnl.	53.8	45.7	309.1	259.1
Hawaii Business	45.5	52.2	242.0	261.5
Houston Bus. Jrnl. (52X)	71.0	76.0	471.0	250.0
Indianapolis Bus. Jrnl. (52X)	154.5	139.3	849.2	802.7
Kansas City Bus. Jrnl.	55.6	86.5	417.9	545.8
Manhattan Inc.	76.6	76.0	378.6	448.6
New England Bus. (20X) A.	69.0	103.8	343.1	417.0
New Orleans City Bus.	41.3	48.5	287.3	305.4
Pacific Bus. News (52X)	108.3	132.2	617.5	681.7
Philadelphia Bus. Jrnl.(52X)	—	—	—	—
Pittsburgh Bus. Times (52X)	104.3	117.6	598.6	712.0
Providence Bus. News	80.7	91.0	491.6	366.5
Regardie's/Washington	143.0	134.0	880.0	843.0
San Diego Bus. Jrnl. (52X)	—	—	—	—
San Jose Bus. Jrnl.	160.0	—	501.9	—
South Florida Bus. Jrnl.	54.9	142.2	413.2	599.6
St. Louis Bus. Jrnl. (52X)	106.8	134.4	678.6	760.1
Texas Business	36.0	33.6	168.1	188.8
Warfield Monthly Baltimore	102.8	59.3	436.7	388.3
Total Group	**3,105.2**	**3,235.9**	**17,245.7**	**16,553.1**
% change	**-4.0%**		**4.2%**	
■ National Sunday mags				
Parade (52X)	52.2	40.4	323.2	290.6
USA Weekend (52X)	45.8	31.3	291.8	238.8
Vista Magazine	15.3	12.9	94.5	64.9
Total Group	**113.3**	**84.6**	**709.5**	**594.3**
% change	**33.9%**		**19.4%**	
■ Newspaper Sunday magazine				
Boston Globe	156.9	198.9	1,153.8	1,226.2
Chicago Tribune	113.2	99.6	639.2	644.7
Cleveland Plain Dealer	56.7	50.7	396.7	363.0
Columbus Dispatch	59.0	39.9	198.4	233.7
Detroit Free Press	38.9	33.7	312.7	314.2
Detroit News	45.0	74.0	346.0	417.0
L.A. Times	78.5	52.8	450.5	362.8
Louisville Courier-Jrnl.	29.0	42.0	204.0	322.0
New York Times Mag.	270.1	204.8	1,942.7	1,919.6
Philadelphia Inquirer	75.0	71.0	514.8	418.8
Seattle Times	67.0	54.0	398.0	340.0
St. Louis Post Dispatch	62.6	64.3	441.0	447.3
Toledo Blade Magazine	30.2	38.2	200.8	254.2
Washington Post	118.5	121.3	739.7	815.1
Total Group	**1,200.6**	**1,145.2**	**7,938.3**	**8,078.6**
% change	**4.8%**		**-1.7%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	148.6	146.8	868.9	813.4
Army Times Military Group:				
Air Force Times (52X)	161.9	169.2	961.2	696.5
Army Times (52X)	149.4	169.2	921.0	961.2
Navy Times (52X)	168.6	182.3	1,056.8	1,056.5
The Blood-Horse (52X)	184.1	174.0	1,774.2	2,118.8
Capper's (26X)	17.4	15.6	138.0	188.7
Commonweal (22X)	8.4	4.9	40.4	36.5
Golf World (43X)	118.3	124.8	706.3	627.5
Grit (52X) A.	22.0	23.4	171.8	177.3
National Journal (50X)	35.0	20.0	429.8	400.5
National Review (25X)	26.0	30.1	212.0	184.7
New Republic (48X)	32.7	58.0	224.6	238.1
New York Magazine (50X)	247.3	270.0	1,508.8	1,498.1
New Yorker	152.1	165.6	1,102.1	1,139.8
Newsweek (52X) A.	173.7	266.4	1,181.3	1,256.6
People (52X)	271.1	267.6	1,717.2	1,659.4
Rolling Stone (25X)	182.1	151.9	885.3	734.0
Sporting News (52X)	36.5	37.1	288.5	302.4
Sports Illustrated (52X) A.	186.1	229.6	1,475.1	1,291.0
Time (52X) A.	180.9	200.6	1,204.4	1,185.4
Travelhost (52X) C.	3,113.0	3,004.0	18,022.0	17,755.0
TV Guide (52X) A.	157.5	184.8	1,738.2	1,784.2
US Magazine (26X)	55.9	33.3	311.5	280.8
U.S. News & World Report (50X) A.	143.1	129.2	891.8	760.6
Total Group	**5,971.7**	**6,058.4**	**37,833.4**	**37,147.0**
% change	**-1.4%**		**1.8%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. Ad Age makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Joseph Antonini is shaking up retailing with his drive to bring K mart upmarket.

K mart's Antonini moves far beyond retail 'junk' image

By PATRICIA STRNAD

TROY, MICH.—When K mart Corp. CEO Joseph Antonini makes a marketing move, it's generally a big one.

His latest is gutting a 150-year-old Connecticut farmhouse owned by Martha Stewart, ad spokeswoman and consultant for K mart's home fashions division, and redecorating it with K mart products for a new ad campaign.

That move—big, bold, unusual—is typical of Mr. Antonini, 47, who's shaking up the retail business with his drive to bring K mart upmarket without forsaking the chain's discount image.

In the new K mart commercials, Ms. Stewart will do much of the renovation herself as well as pick out the decorations and furnishings. She also will endorse K mart merchandise in a multimedia how-to campaign that starts early next year.

"Marketing is so much more important to retailers today than five years ago," said Mr. Antonini, who also serves as president and chairman. "After all, if you're not going to have a program that is more or less consumer-driven, then what do you have? You really have just a bunch of items you're hoping somebody will buy."

For retailers, times have rarely been tougher. Customer loyalty is a thing of the past. Discount stores, specialty stores and hypermarkets are taking the edge away from general department stores, which are beginning to look like anachronisms. No. 1 retailer Sears, Roebuck & Co., for example, is having huge problems generating excitement.

But K mart is coming through this environment stronger than ever, and the credit is going to Mr. Antonini. Although he became chairman, president and ceo only last October, he's widely acknowledged to have played a crucial role as the strategist in boosting K mart sales to $25.6 billion in 1987, up 7.6% from 1986. That puts K mart only $2.5 billion behind Sears.

Most important, Mr. Antonini has helped modify K mart's image. The chain

(Continued on Page 67)

Last Minute News

New Mazda marketing team challenges FCB's future role

IRVINE, CALIF.—A new marketing team at Mazda Motor of America has put Foote, Cone & Belding, the agency handling its $157 million account, on notice.

"I sent the message to our own people as well as our vendors and agency people that the status quo is no good anymore," said George McCabe, Mazda's group VP-deputy general manager, marketing and sales. "It's all tied into the new direction at Mazda."

A recent shake-up at the automaker prompted a sudden top-level change at FCB.

Welton Mansfield, 58, exec VP-general manager of FCB's Santa Ana office, has been stripped of his responsibilities for Mazda's U.S. marketing efforts. Thomas F. Randolph, chairman of FCB's western operation, San Francisco, will take over the Santa Ana office until Mr. Mansfield's successor is hired.

When Mazda merged its U.S. operations on July 1 (AA, June 20), it created an all-new marketing staff with few if any ties to FCB. That team is now led by Mr. McCabe, who previously had been VP-operations for Mazda Motors of America (East). Jan Thompson, who recently joined the company as VP-advertising, came from Toyota's Lexus divi-

(Continued on Page 8)

Miller Lite hunts for new creative

By IRA TEINOWITZ

Miller Brewing Co. President-CEO Leonard Goldstein is re-evaluating one of the nation's largest, longest-running, best-known and best-liked ad campaigns.

Fulfilling his vow to review all aspects of the brewer's operations, Mr. Goldstein has asked to hear fresh creative alternatives to the 15-year-old, $75 million campaign for flagship Miller Lite.

The campaign, handled by Backer Spielvogel Bates, uses former athletes and the tagline "Less filling. Tastes great."

The only agencies asked for their creative suggestions are Miller's current shops: BSB, New York (which also handles Genuine Draft, additional smaller brands and all media buying); J. Walter Thompson USA's New York (High Life) and Chicago (Lowenbrau) offices; and Leo Burnett USA, Chicago (new products, including Lite Genuine Draft now in test).

"This is not an agency review, nor does it mean we are changing our existing award-winning campaign for the Lite brand," said Susan Henderson, a Miller public relations manager. "We simply want to be able to tap into the best thinking at these different firms."

Asked whether Miller would consider switching Lite to JWT or Burnett, Alan Easton, Miller VP-public affairs, would say only "we will cross that bridge when we come to it.

"It ain't broke and it's not tired, but clearly this campaign is 15 years old and nobody in the beer business has ever had a campaign for 15 years," Mr. Easton said. "The challenge of keeping it fresh gets larger and larger

(Continued on Page 66)

Bud Light ad turns off DDB Needham

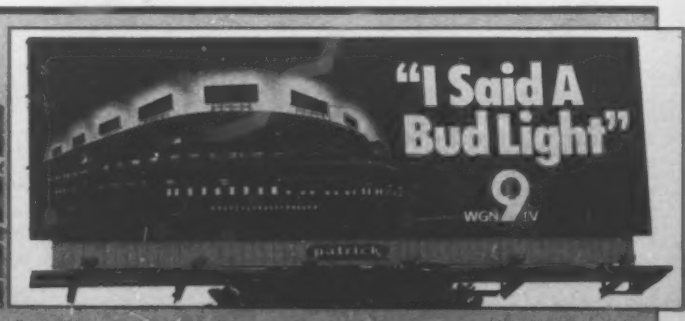
CHICAGO—The lights are up at Wrigley Field, and so's the dander at DDB Needham Worldwide.

Here's why: Two outdoor boards have gone up for the Chicago Cubs' first night game Aug. 8, and they depict a well-lit Wrigley Field and the words "I said a Bud Light."

Another DDB Needham ad, right? Nope. The boards also carry the logo of WGN-TV, the superstation that broadcasts Cubs games and which, like the team, is owned by Tribune Co.

The ads were created by WGN agency Eisaman, Johns & Laws rather than Bud Light agency DDB Needham. The station's joint promotion contract with Cubs sponsor Anheuser-Busch requires it to use the brewer's beers in some ads.

DDB Needham isn't pleased. It created the "I said a Bud Light" theme and campaign but was never consulted before WGN's signs went up. Needham says it "noticed" the outdoor boards but frostily refers all questions about them to A-B or WGN.#



Staff photo by Michael A. Morreale

Kellogg pours out more new cereals

By JULIE LIESSE ERICKSON

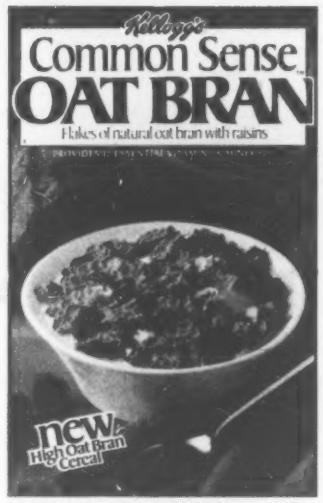
Kellogg Co. will spend $50 million to launch three new cereals this fall, undeterred by drought or retailers' already-bursting shelves.

The introduction of S.W. Graham, Common Sense Oat Bran and Nut & Honey Crunch Biscuits are part of Kellogg's plan to continually exert pressure on its weaker competitors.

That strategy has paid off richly for Kellogg. The cereal company's market share jumped to 41.8% from January through May, up from 41.1% in 1987. Four of its five major competitors—with Quaker Oats Co. the exception—saw market share drop during the same period.

"They think they can hit the 50% share mark—and it's likely they'll do it in the next few years," said Timothy Ramey, industry analyst with County Securities.

"Only General Mills can keep up with Kellogg; they are the only two companies with their livelihood vested in cereals," Mr. Ramey said. "Because of that, General Foods [Corp.], Quaker and Ralston [Purina Co.] never will have the same commitment to spend on new products, nor the determination to make them work."



Kellogg's Common Sense Oat Bran, rolling out this fall, is targeted to health-conscious adults.

With its 1988 new-product total now at six, Kellogg is making good on Chairman William LaMothe's promise to maintain its flow of new entries—despite the national drought affecting grain supplies and prices.

Its three newest cereals are aimed at health-conscious consumers.

- S.W. Graham, made from whole-wheat graham flour, is a biscuit-shaped cereal that comes in regular and honey flavors. It's named after 19th century clergyman and health enthusiast Sylvester W. Graham, inventor of the graham cracker.

Kellogg is telling retail buyers that S.W. Graham will receive heavier marketing support than Mueslix, the European-style premium cereal introduced a year ago with a $33 million campaign.

- Common Sense Oat Bran, available with and without raisins, is positioned to be part of consumers' low-fat, low-cholesterol diets.
- Nut & Honey Crunch Biscuits is an all-family line extension made from whole wheat and nuts.

The introductions are good news for Leo Burnett USA, Chicago, which will handle all three cereals. Separate TV and print campaigns are scheduled for each, with the Nut & Honey Crunch Biscuits effort breaking in September and the other two in October.

Kellogg's decision to blitz com-

(Continued on Page 66)

Lintas, Hakuhodo ponder problems at joint venture

By JULIE SKUR HILL

Lintas:Worldwide and Hakuhodo are taking a second look at their unusual cross-cultural joint venture—Lintas:Hakuhodo.

The joint venture was created in July 1987 to handle Japanese clients in the U.S. and multinationals in Japan. Hakuhodo is the second-largest agency in Japan and last year had billings of $2.6 billion.

The main problem is Lintas:Hakuhodo's slow-growing New York office. Some sources say the office, with about $12 million in billings, is destined to close, but agency President Gerry Miller denied the rumor.

The New York office is largely dependent on JVC Corp., which provides billings of up to $5 million, sources said. The agency had hoped to attract such Japanese clients as NEC Corp. and Canon, but that hasn't happened.

Executives from both parents who oversee the joint venture are assessing the venture's development and may make recommendations for improvements, a source said. The findings will be discussed in September at one of the regular meetings between top executives from both companies, the source added.

Apparently unaffected is the joint venture's Tokyo office, which has $60 million to $70 million in billings, with Unilever a major client.

Sources in the U.S. and Japan blame potential client conflicts with the parent companies for the New York office's difficulty in gaining new business—an all too familiar problem in Japanese-U.S. ventures.

"Because of Lintas' Unilever business, that wipes out [the joint venture's] chance at getting Kao or any Japanese package-goods company," a competitor said. "They probably can't get car business because of [Lintas parent] Interpublic's arrangement with General Motors."

Sources said Hakuhodo officials were surprised at the huge problem stemming from client conflicts.

One source said Lintas and Hakuhodo have many projects in the works and that both agencies are committed to maintaining a relationship. But each project depends on market conditions, the source said.

The New York office's problem is that it hasn't developed a "critical mass," the source said.

Another problem may be differences in outlook between U.S. and Japanese executives. Hakuhodo sees the joint venture as a long-term project, while more bottom-line-minded executives at Interpublic Group of Cos. may want to see results faster.

The good news is that the agencies still may open Lintas:Hakuhodo offices in Los Angeles and London, Mr. Miller said. Details, such as location, are being hammered out in California, while an announcement about a U.K. office is expected in about three months.#

U.S. unit to close?

Control of AGB may shift in U.K.

LONDON—AGB Research halted trading on its stock here last week, and sources speculate that control of the company will shift to an outdoor advertising and financial services company, MAI, which could shut down AGB's troubled U.S. unit.

MAI, which initially helped finance AGB's U.S. venture, reportedly is planning to sell to AGB its Mediamark Research unit in the U.S., and in return boost its stake in AGB from 9% to about 30%. Clive Hollick, managing director of MAI, would assume a top executive post at AGB.

These moves are seen as paving the way for a shutdown of the AGB Television Research unit if it's unable to sell its services to the three major U.S. TV networks.

Only CBS took the service last year, and none of the three have yet signed AGB for the next season.

AGB has been fighting with A.C. Nielsen Co. for a foothold in the U.S. TV ratings business. Its latest setback was the resignation of Barry Kaplan, VP-sales and marketing for the U.S. unit (AA, July 18).

In New York, Dave Poltrack, VP-marketing at CBS, said the network likely would decide on a new contract by the end of the month.

He said a link with MAI's Mediamark service would enhance AGB's potential, since it could evolve into a single-source service combining ratings and purchasing data.

ABC said it's still in discussions with AGB. At NBC, Bill Rubens, VP-research, said the network has never wanted two services but that it has "kept the door open a bit."

Analysts here blame AGB Chairman Sir Bernard Audley for taking on Nielsen in a high-risk U.S. situation. However they don't expect him to get into deep trouble since he's on the boards of both AGB and MAI.

Analysts say MAI wants to raise media activities to 50% from the current 30% of its operations. According to its 1987 annual report, MAI bought a 26% share in AGB's U.S. TV unit, investing $6 million.

MAI reported revenues of $478 million for the fiscal year ended June 30, 1987. For the half-year ended Dec. 31, 1987 (the most recent results), sales were $241.2 million.

New York-based Mediamark is 80% owned by MAI. It operates a syndicated product research service covering advertising exposure and product purchase data.

In addition to AGB Television Research, AGB's U.S. properties include NFO Research, Greenwich, Conn., which operates a national fixed-mail panel.#

Highlights

NEWS

4 Bennigan's back on TV
Bennigan's returns to TV advertising with an estimated $15 million campaign after a 2½-year absence.

4 Coke, Sears in the spotlight
Coca-Cola jumped into the lead and Sears hit the top 10 in the June adWatch survey.

12 Chicago suffers ad drought
Chicago is suffering a new-business dry spell, and there doesn't appear to be any rain in sight.

22 New media on campus
Thousands of high schools will be deluged with national ads this fall when three companies launch specialized media targeting teen-agers.

26 Japan ad spending surges
A surge in Japanese ad spending this year is boosting agency income as shops face increasing media costs and a shortage of print ad space.

42 Bildner scales down
What went wrong at J. Bildner & Sons, the "yuppie grocer."

SPECIAL REPORT

S-1 Automotive Marketing
Honda's entrepreneurial successes are making competitors take heed. AD AGE examines Japanese showrooms, joint ventures, technological advances and positioning strategies for the '90s.

AD REVIEW: IBM getting "M*A*S*H"-ed. P. 68.

Departments

Accounts Up for Grabs	60
Brady	38
Brady's Bunch	64
Calendar	60
Christopher	40
Classifieds	57
Currents	28
Direct Marketing	32
Editorials	16
For the Record	63
Forum	18
Garfield	40
Letters	18
MediaWorks	48
People	56
PeopleWorks	56
Photo Review	52
Stroock	40
The Next Trend	38

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Shift in ad recall

Coke, Sears make waves in top 10

By SCOTT HUME

Results from the June adWatch survey of advertising awareness contain two surprises: Coca-Cola jumped into the lead and Sears, Roebuck & Co. hit the top 10.

Coca-Cola was the best-recalled advertising in the country last month, displacing rival Pepsi-Cola, which had held the No. 1 position for the previous two months.

Top-of-mind awareness of Pepsi-Cola's advertising hardly evaporated, however. It placed a close second in June, the spot Coca-Cola had held in May.

Emblematic of the seesaw battle for supremacy that the two soft-drink brands have waged was Pepsi-Cola's victory when the survey's respondents were asked specifically which soft-drink advertising they recalled first.

In that battle, 40.4% of those polled said Pepsi-Cola's advertising came to mind first, compared with a 26% share of first mentions for Coca-Cola. Those shares were about the same in May.

The June adWatch survey was completed early in the month, before the cola war spotlight shifted to the Mike Tyson/Michael Spinks and Diet Pepsi/Diet Coke fights. Both brands claimed victory after the fight, but if they gained awareness, it wouldn't be evident until the July survey.

Third place among the soft drinks once again went to 7UP, which got 3.9% of first mentions last month.

But more surprising than the continuing tug-of-war for the top between the colas was Sears' appearance as anchor to last month's top 10 in recall.

Sears long has been one of the most visible advertisers, especially in newspapers, yet it had never placed among the best-recalled. What happened?

The answer could be its annual advertising blitz, including heavy TV, before Father's Day (June 19). Of those for whom Sears was the first advertising recalled, more than 70% were men. Those Craftsman tools tumbling over a cliff in Sears' TV commercial made an impact!

Sears' advertising got better recall among men last month than did the California Raisin Advisory Board's figurines. The raisins finished sixth, largely on the strength of heavy recall from women.

The advertising that received the best recall from men was Ford Motor Co.'s "Have you driven a Ford lately?" campaign. It placed No. 3 overall.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a nationally projectable sample to name the advertising that comes to mind first both overall and in specific product categories. Last month, 1,000 adults were polled by phone.

AdWatch survey of advertising awareness
Top 10 in June

One thousand people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind? Source: SRI Research Center, Lincoln, Neb.

Rank 6/88	5/88	Advertiser	Agency
1	2	Coca-Cola	McCann-Erickson
2	1	Pepsi-Cola	BBDO Worldwide
3	4*	Ford	J. Walter Thompson USA
4	4*	McDonald's	Leo Burnett
5	3	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/DDB Needham
6	6	California raisins	Foote, Cone & Belding
7	7	Chevrolet	Lintas:Campbell-Ewald
8	—	Want ads/classified	Various
9	8	Miller	J. Walter Thompson USA/Backer Spielvogel Bates
10	—	Sears	Ogilvy & Mather

* Indicates a tie.

Among other significant changes in the June survey results:

- IBM continues to close in on Apple's once seemingly insurmountable lead in the computer category. Last month, IBM captured 22% of first mentions when respondents were asked which computer advertising they recalled first. Apple remained No. 1 with a 26.7% share.

But only six months earlier, recall of IBM's advertising was fading away. In December, it received 17.8% of first mentions, compared with Apple's 34%.

Since then, IBM has fought back, and one of the agencies vying for its account, currently up for review, will get the task of keeping the comeback on track.

Compaq and Radio Shack tied for No. 3 last month, with each getting 2.3% of first mentions.

- Another account in review is E&J Gallo Winery's. The company may have lost Hal Riney & Partners as its agency, but its Bartles & Jaymes wine cooler continues to capture consumers' attention.

In June, it garnered 14.2% of first mentions in the wine category (up from 10.9% in May), placing it solidly ahead of No. 2 Riunite's 8% share and the 7.6% share taken by advertising for Gallo wines.#

For more information, contact SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Bennigan's cooks up a return to TV

By JENNIFER LAWRENCE

DALLAS—Bennigan's, the top casual-dining restaurant chain in the U.S., is returning to TV advertising with an estimated $15 million campaign after a 2½-year absence.

Bennigan's also will open 50 new restaurants in the next five years, concentrating on the Northeast.

These moves come in the wake of persistent rumors that Bennigan's parent, Pillsbury Co.'s S&A Restaurant Corp., is on the block.

Pillsbury maintains S&A is not for sale, according to Johnny Thompson, Pillsbury VP-public relations.

In addition to the 214-unit Bennigan's chain, S&A's other major operation is Steak & Ale, with 164 units.

"Bennigan's has been the best-performing concept in Pillsbury's dismal restaurant portfolio," said John McMillin, food industry analyst at Prudential-Bache Securities. "Increased spending for Bennigan's is consistent with what Pillsbury is doing—pushing top-line sales to stimulate growth."

Though small compared with Pillsbury's Burger King Corp., Bennigan's offers a diversified menu that includes chicken, fish and pasta, which are growth areas for restaurants, Mr. McMillin said.

New TV spots emphasize what a fun experience it is to dine at Bennigan's.

But growth won't be easy. Bennigan's and its competitors, second-ranked TGI Friday's and third-ranked Chili's, are trying to replace lost liquor volume (people are drinking less) with increased food sales.

Also, the $3 billion casual-dining segment has become intensely competitive in the past five years as the number of players has risen.

Bennigan's new campaign, via Lintas:New York, goes beyond its earlier food messages. TV spots emphasize improved service and the whole dining experience in a fun, upbeat mood.

The shift was based on research showing that customers' restaurant decisions often are "mood-driven," said Nicholas Castaldo, S&A senior VP-director of marketing.

Bennigan's campaign, themed "Bennigan's—Your escape from the everyday," replaces "Get a taste of it," which was used in print and radio.

The popular oldie "Stay"—a hit song in the movie "Dirty Dancing"—is used in two 30-second TV spots and two radio :60s.

The target audience is 20-to-40-year-olds, with heavy emphasis on those between 20 and 30.

Both TV spots feature a main character who's having a "bad day." In one, a young man is swamped at work but escapes to Bennigan's that night—where he meets his friends. Friendly staff and good food are woven into the scenario as the background music group sings "Bennigan's—Won't you stay just a little bit longer?"

In the other spot, a different young man is struggling with hanging pictures at home. His cat knocks a lamp over, and the phone lands in a fish tank. He escapes to a fun, relaxing experience at Bennigan's.

Though Bennigan's sales for fiscal 1988, ended May 31, increased 1.3% to $455 million, sales per unit were down 3% from the previous fiscal year—mainly due to declines in liquor volume.

Still, Bennigan's remains S&A's largest and most profitable asset. Steak & Ale posted 1988 sales of $221 million, down 15% from 1987.#

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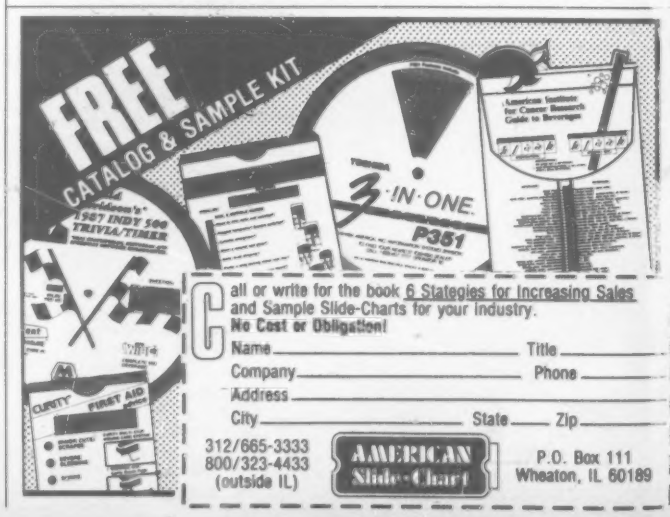

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